

POLAROID[®] LAND CAMERAS



**MAGNIFICENT
PICTURES
IN 60 SECONDS**

Just How
Versatile is a

POLAROID® LAND CAMERA?

Will it do everything I
want a camera to do?

At the right are some of the professional touches you can get just as easily as taking an ordinary snapshot on a sunny day. And remember, it's as easy as this



Snap It . . .



Pull a Tab . . .



There's Your Print

close-ups

Without any accessory attachments your Polaroid Land Camera focuses down to 3½ feet for charming snapshots like this —



portraits

With a Polaroid Close-Up Kit portraits are easy. And not only portraits: you'll be able to copy documents, make lovely flower studies, photograph any object as close as 6 inches.



flash

All Polaroid Land Cameras are synchronized for flash, and most are synchronized for electronic flash too. Guns are color matched to the cameras, and all clip right onto camera. Except for the 95 series cameras, all flash guns and cameras are internally wired.

new panchromatic picture rolls

Polaroid PolaPan 200 Land Picture Rolls have been improved beyond belief. Their photographic range has been increased to give deeper blacks and clearer whites, with truer tonal gradations in between. The increased sharpness produces the crispest, sharpest, clearest pictures you have ever seen. Ten years in the making, these new films represent the ultimate in black and white 60-second photography. Copies and enlargements are better too because there's more "information" on the original print. Ask your dealer about these great new films. They come in both sizes, Type 32 and 42.

action shots

Polaroid Land Cameras have shutter speeds up to 1/100 of a second, fast enough to stop children at play. For covering fast action sports events or press work, the Pathfinder model, with speeds to 1/300th, is the answer.



copies and enlargements

No problem here. As a matter of fact one of the built-in advantages of 60-second photography is that you don't have to worry about filing away negatives. Copies and enlargements are made directly from your original prints. Just lift them from your album, even years later, and send them up to Polaroid for as many copies as you want.

scenic shots

Long distance shots hold their sharpness right down to the farthest horizon. The picture below shows the dramatic effects you can get with a Polaroid Land Camera. A complete set of filters is available to add a truly expert touch to your pictures.



Think of all the picture taking possibilities you can explore with a Polaroid Land Camera and still enjoy the greatest thrill in photography — a finished picture in 60 seconds!

picture excitement — now let's look at some of the extra fun you get from a Polaroid Land Camera...

in family life



Family pictures... Everyone poses willingly when he knows he'll see his picture in a minute! So Polaroid Land pictures are natural... relaxed. Try it. You'll get the finest family group pictures ever... with more fun for everybody.

Picture letters... Brighten your correspondence with up-to-the-minute pictures. Illustrated letters are more fun to write and more fun to receive. You can take the pictures after you start your letter — and still make the mail.

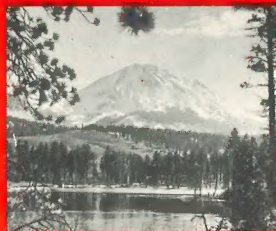


Thank-you notes... A most thoughtful way to say "thank you" is to send with your note a picture of the gift in use the very day the gift arrives.



Guest book... Names and dates in a guest book are fun to have—but a signature under a picture adds double interest. And what a novel way to welcome your guest!

on trips



Travel Diary... Travel-thrills stay doubly vivid when you can relive them, with Polaroid Land pictures, at each day's end... when you can show new friends the sights you've seen... jot notes in your album while names and details are still fresh.

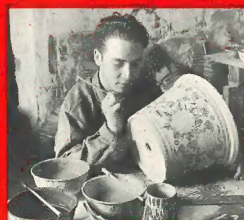


New Friends... With a Polaroid Land Camera you make new friends as easily as you make new pictures. Everybody's interested in seeing how the amazing 60-second process works, what sparkling pictures it produces. It's a pleasant and novel way to break the ice.

Gifts for Friends... You can write, "I bought you a flower pot in this funny little market"—and show them with a Polaroid Land picture, mailed that very same day. Your picture will make the gift doubly exciting.



The Unusual... Because you see your results on the spot, you'll find yourself taking interiors, close-ups and other shots you never dared attempt before. If you fail the first time, you know just what to do the second try. Time exposures are easy.



in sports

Hunting and fishing... When you bag that deer or hook that "big one"... just snap the picture. You have the evidence on the spot to share with friends... show your family the minute you get home.



Watching sports... With a Polaroid Land Camera, you can double your fun at sports events... and your family and friends will be really interested when you show pictures of the game.

Teaching sports... Ever have trouble explaining to a beginner just what he is doing wrong? Snap his picture and show him at once! Many coaches use this technique regularly.



at parties and celebrations

Weddings... Don't risk losing those priceless moments forever. Make sure you have just the pictures you want. All will be thrilled to see them—and the bride can even take some of them with her on her honeymoon!



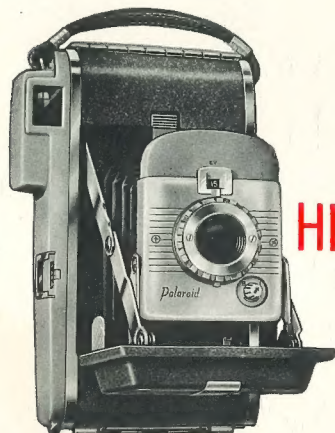
Place Cards... Snap pictures of your arriving guests—and delight them by using the prints later as place cards. It's a good conversation-starter for your dinner and the pictures make welcome souvenirs. Or you can ask guests to autograph prints for your guest book.

Church Fairs... A big money-raiser! Set up a photo booth with special "props"—an attractive (or funny) drawing with a cut-out for people's heads, like this, a stuffed animal for the small fry, antique hats for the teenagers. Prints will be popular at 50c, \$1.00—or even more.



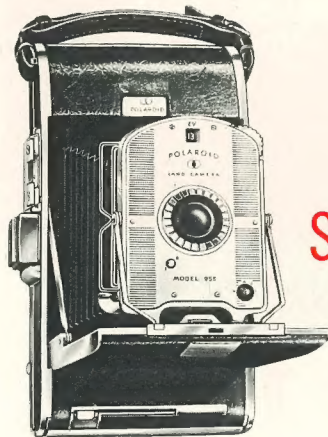
In every part of everyday living
a POLAROID LAND CAMERA
adds excitement and fun to your activities...

POLAROID® LAND CAMERAS *and* ACCESSORIES



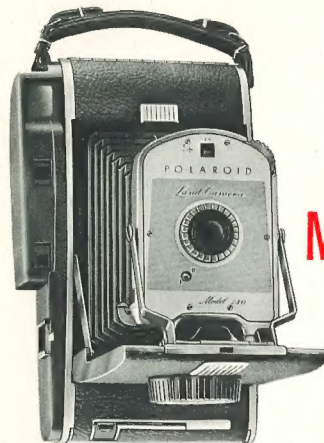
POLAROID
HIGHLANDER
LAND CAMERA
Model 80A

This is the most compact — and lowest priced — of all the Polaroid Land Cameras. Measuring only 4" x 7½", it fits conveniently in pocket or purse. It produces wallet-sized prints (2¼" x 3½") of exceptional sharpness and clarity. Though economical, it has many fine-camera features — self-extending front, long base "telescope" viewfinder, coated 3-element lens of advanced design. Simple to operate. A single dial adjusts both lens opening and shutter speed for any scene from grey days to brilliant sunlight. Built-in flash contacts — no wires to connect. Finished in handsome two-toned pearl grey with chrome accents. **\$72.75**



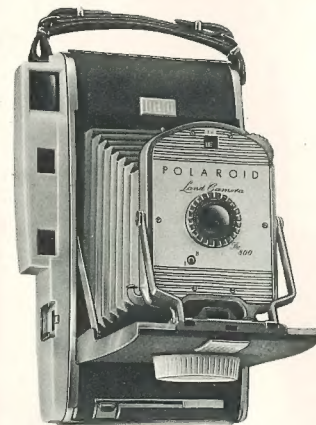
POLAROID
SPEEDLINER
LAND CAMERA
Model 95B

This is the all-purpose Polaroid Land Camera, ideal for family and industrial uses. Lowest priced Land Camera producing the large 3¼" x 4¼" postcard-sized prints. Easy to use, yet versatile enough to take pictures anywhere. A single dial selects best shutter speed and lens opening for any scene; adjusts them both automatically. Lens is of top quality — 3-element, fully coated. Print quality is excellent. Other Features: Combination optical and wire-frame viewfinder; synchronized for flash bulbs and electronic flash through connectors on shutter; die-cast aluminum body with chrome trim... **\$94.50**



POLAROID
MODEL 150
LAND CAMERA

This new model features a coupled rangefinder that automatically assures correctly-focused, needle-sharp pictures. And the same smooth-acting knob that does the focusing also aims the viewfinder for close-ups and distance shots — no heads cut off, no misframing of group or scenic pictures. This camera is the easiest of all to use, because it eliminates focusing and aiming guess work and offers the famous Polaroid single-dial setting for shutter and lens. Takes big 3¼" x 4¼" picture. Flash gun connects automatically — no wires. Separate circuit for electronic flash. Highest-quality 3-element lens. Rich chrome trim and charcoal covering... **\$109.95**



The 800
POLAROID
LAND CAMERA

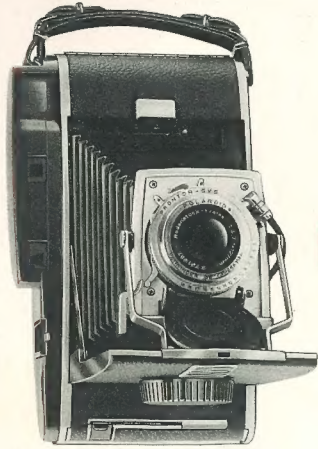
The new Model 800 is the style and quality leader of the Polaroid Land Camera line. Offers all of the features of the Model 150, but with additional elements of design and construction that make it a truly lifetime camera. Permanently-lubricated bearings for the main rollers; specially selected lenses for sharpest full-range focus; electronically tested chronometric shutter, coupled to lens for single-dial setting. *Full 10-year guarantee.* The 800 is offered in an attractive "Presentation Set", with color-matched flash gun and bounce-flash bracket.

The 800 Presentation Set
(includes Camera, Flash gun, Bracket) **\$135.00**

ACCESSORIES

FOR 60 SECOND PHOTOGRAPHY

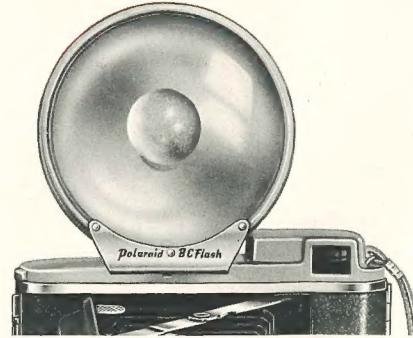
Here is the complete line of Polaroid Land Camera accessories, with models designed for every camera. All accessories resemble those pictured with slight variations for certain camera models as listed.



**POLAROID
PATHFINDER**
LAND CAMERA
Model 110A

Most versatile of all Polaroid Land Cameras because of its big lens and wide range of shutter speeds. Lens wide-open (f/4.7) takes pictures in $\frac{1}{4}$ the light needed for other models, and shutter speeds from 1 second to 1/300th cover full range of exposure needs from dim indoor lamp-light to high-speed action shots. Coupled rangefinder, parallax-correcting view finder. Full flash synchronization for all bulbs and electronic flash. Built-in 10-second delay lets the photographer take his own picture. Although this camera has separately controllable lens and shutter speed, it still has the simplicity of other Polaroid Land Cameras because it has the "EV" number system. Takes big $3\frac{1}{4} \times 4\frac{1}{4}$ prints. Die-cast body, chrome trim, charcoal covering.

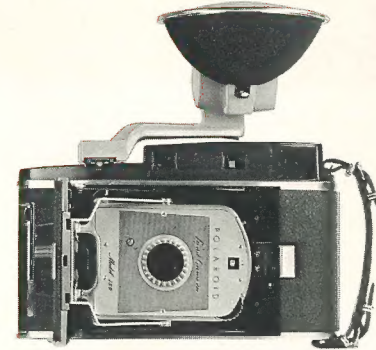
Model 110A \$169.50



POLAROID FLASH GUNS

Polaroid Flash Guns allow you to shoot pictures around the clock, anywhere. Can be used indoors to light up dim areas, or outdoors to fill in shadows. The guns are B-C powered to provide hundreds of flashes without battery change. Hinged safety shield has snap-on diffuser. Guns clip right to cameras, and each model is color-matched to cameras. Built-in exposure guides give you correct exposure settings at a glance.

Model #281 for 80A, 150, 800, 110A \$12.95
Model #202 for 95B \$13.95



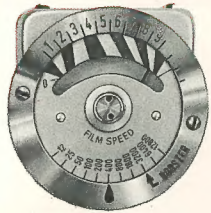
**POLAROID
BOUNCE FLASH BRACKETS**

Bounce flash gives your pictures a natural "day-light" look, and takes the problems out of distance estimating. The Polaroid Bounce Flash Brackets position the flash gun so that light bounces off the ceiling, providing a soft, even lighting over subject and background. Harsh shadows and "hot spots" are eliminated. Bracket clips directly to camera, permits bounce flash pictures in either horizontal or vertical positions. Because bounce flash diffuses light, the same exposure setting can be used for all pictures within the 4 to 8-foot range.

Model #292 for 281 Flash gun (built-in wiring) \$2.95
Model #290 for 202 Flash gun \$1.75



PR 23A



Metrawatt Type
#620

POLAROID EXPOSURE METERS

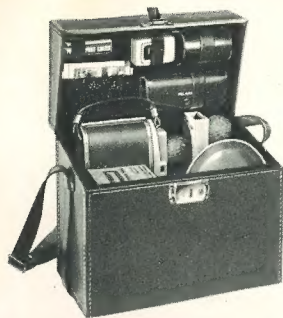
Get perfect exposures every time by using either of these two models, both of which clip right to the camera. Just point the meter, read the number, then set the shutter number on the camera to match the reading on the meter scale. Exposure meters are color-styled to match camera.

PR 23A for the 80A, 150, 800, 110A \$14.50
PR 23B for the 95B \$14.50

METRAWATT TYPE

This exposure meter has a higher light sensitivity. It is calibrated for film speeds from 12 to 12,800 (ASA equivalent). Can be used with all camera models, and is built for the future when faster films are available.

#620 \$16.95



Deluxe Compartment Case



Sheath Case

POLAROID CARRYING CASES

Handsome saddle-stitched Polaroid Carrying Cases are specially designed for cameras and all accessories. Constructed of double-thickness top grain leather, these cases are riveted and custom stitched for lasting durability as well as smart looks. Individual compartments for camera, print coater, exposure meter, close-up lens kit, filter kit, lens shade, flash gun, flash bulbs, 3 extra picture rolls, and pictures already taken. Adjustable shoulder strap with pad for convenient and comfortable carrying.

Deluxe Compartment Cases

- #382 for the 80A.....\$19.95
#309 for all other cameras.....\$24.95

Sheath Cases

Polaroid Sheath Cases accommodate camera with exposure meter attached. They are saddle-stitched top grain cowhide, with handle and adjustable shoulder strap.

- #381 for the Model 80A.....\$9.95
#306A for all other cameras.....\$14.95



POLAROID CLOSE-UP LENS KITS

Portraits, small still-lives and photocopying are easy with this kit of three useful snap-on lenses. Allows you to take objects as close as 6 inches. Steel measuring tape built into leather case assures accurate focusing and specifies proper lens for desired field size.

Model #540 for all cameras except 110A.....\$8.95

Model #550 for the 110A.....\$14.95



POLAROID FILTER KITS

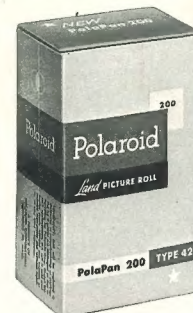
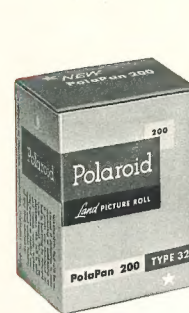
Snap-on filters, used separately or in combination give special effects to cloud scenes, reflections, distant scenery. Lens shade is useful for dramatic backlighting shots.

Kit #541 (yellow, orange, polarizing filters and case) for 80A, 95B, 150, 800.....\$5.95

Kit #551 (orange and polarizing filter, lens shade, case) for 110A.....\$10.95

Polaroid Orange Filter #546 (for all cameras except 110A).....\$1.95

Polaroid Lens Shade #545 (for all cameras except 110A).....\$2.45



FILM for POLAROID LAND CAMERAS

Each picture roll is complete — no added chemicals are needed, nothing ever needs replenishment. Each roll produces 8 sparkling black and white prints. Picture rolls come in two sizes — the "Type 40" series for use with the larger cameras, producing 3¼" x 4¼" prints, and the "Type 30" series used with the Highlander camera for 2¼" x 3½" prints.

Types 42 and 32 are the highest quality, sharpest films offered for Polaroid Land Cameras, and they are recommended for all-around picture taking. These films are panchromatic, fast (very sensitive to light — ASA equivalent speed 200) and offer a wide tonal range. Type 44 film is even faster (ASA equivalent speed 400) and thus particularly useful for low light-level pictures.

For use in the Print Copier, and for all pictures where highest photographic quality is desired, use Type 42 or 32 picture rolls.

Type 32 — 8 2¼ x 3½ pictures.....\$1.64

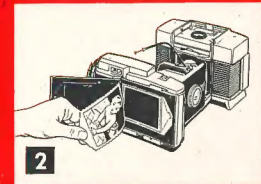
Type 42 — 8 3¼ x 4¼ pictures.....\$2.14

Type 44 — 8 3¼ x 4¼ pictures.....\$2.29

NEW POLAROID PRINT COPIER



The newest addition to 60-second photography is the Polaroid Print Copier. Now you can make your own copies at home in just 60 seconds. Just plug the copier into any 110 volt outlet, place your camera on the copier and put the print you wish to copy inside. Snap the shutter, and 60 seconds later you have a perfect duplicate of any Polaroid Land picture. You can actually improve upon the original by compensating for over and under exposure.....\$29.95



Note: Prices subject to change without notice.

A POLAROID LAND* CAMERA

is the amazing all-in-one camera that develops and prints *pictures in 60 seconds*

Q. Do Polaroid Land Cameras take good pictures?

A. MODERN PHOTOGRAPHY magazine answered this way: "Yes! Superb quality, fine detail, wide tonal range are found in new film." These new panchromatic films are now available for Polaroid Land Cameras. They'll give you unusually sharp, clear prints.

Q. Will the pictures I take with a Polaroid Land Camera be lasting prints?

A. Polaroid Land Prints are just as permanent as conventional prints, as measured by standard heat, humidity and chemical tests. The Polaroid Print Coater is responsible for this print permanence and a print coater comes packed with every roll of film.

Q. Is the Polaroid Land Camera easy to operate?

A. It is among the simplest cameras in the world to use. A *single dial* automatically selects the right combination of lens and shutter setting for any light condition. There are no messy chemicals to fool with, no special tricks. The secret of the whole process is in the dry roll of film you drop into the back of the camera.

Q. Is 60-Second Photography expensive?

A. It is wonderfully economical. Think of these money saving advantages: You never ruin a whole roll of film by making the same mistake over and over again. You get your pictures as you want them — one at a time. No need to run through a whole roll of film just to get one or two pictures. There are no processing charges. Results are guaranteed.

Now that we have explored the basic facts about Polaroid Land Cameras let's check inside and discover the great versatility and pure fun of 60-second photography . . .

*Named for its inventor, Dr. Edwin H. Land

CUSTOM ENLARGEMENTS

A new Polaroid service offers handsome 8 x 10 professional-studio type enlargements of your best pictures, suitable for framing or impressive gifts. Each enlargement is handmade, using the best combination of paper, printing, toning, composition and retouching needed for an outstanding photograph. This is the way to get the true creative thrill out of photography, and it's made possible by the phenomenal sharpness and quality inherent in today's Polaroid Land pictures.

These enlargements are made directly from your original print by Polaroid Copy Service. This same service also offers regular same-size copies at low cost, 5 x 7 enlargements, film copy negatives, Christmas cards and other services to make your enjoyment of a Polaroid Land Camera complete. Order forms packed with film.

DUNLAP PHOTO SERVICE
INCORPORATED
58 NO. MAIN ST.
CONCORD, N. H.
TEL. CA 4-0201

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